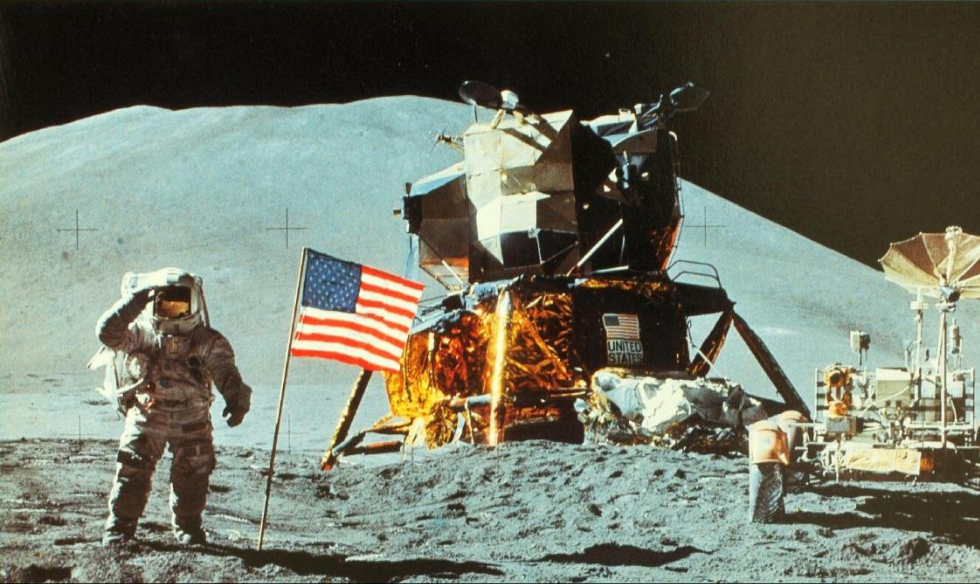


RISK COMMUNICATION IN AN ENVIRONMENT OF DOUBT

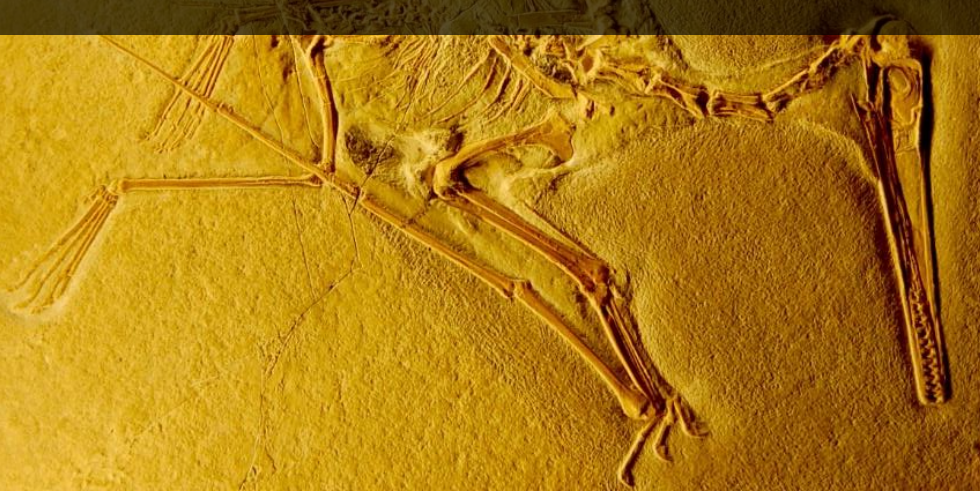








RISK COMMUNICATION IN AN ENVIRONMENT OF DOUBT





RISK PERCEPTION

The subjective judgment individuals make about the characteristics and severity of any given risk



RISK PERCEPTION

“Every individual acts rationally when determining risk. They will consider all pieces of information given and come to the *correct* determination based on the weight of the evidence.”





RISK PERCEPTION

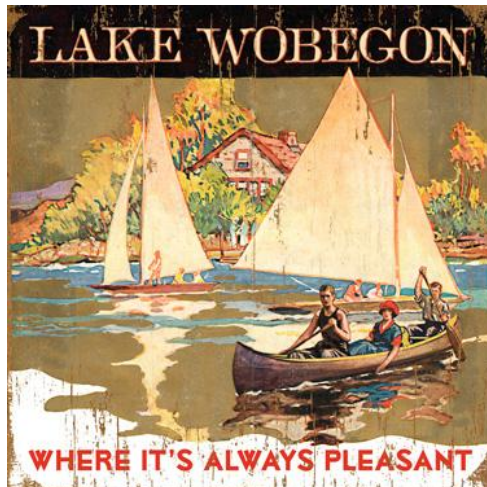
Our perception of risk is influenced by **cognitive biases, emotional biases, and external forces.**

RISK PERCEPTION: Cognitive Biases



Anchoring Effect

“You heard it first on...”



Optimism Bias

“All the women are strong, all the men are good-looking, and all the children are above average.”

RISK PERCEPTION: Cognitive Shortcuts

Availability

Judgments based on **easily recalled examples**

Uncertainty

Reject options in which **the risk is not visible**.

Controllability

The same event is less risky if we are in control.

Representativeness

Judgments based on how closely it matches a stereotype or **preconceived representation**.

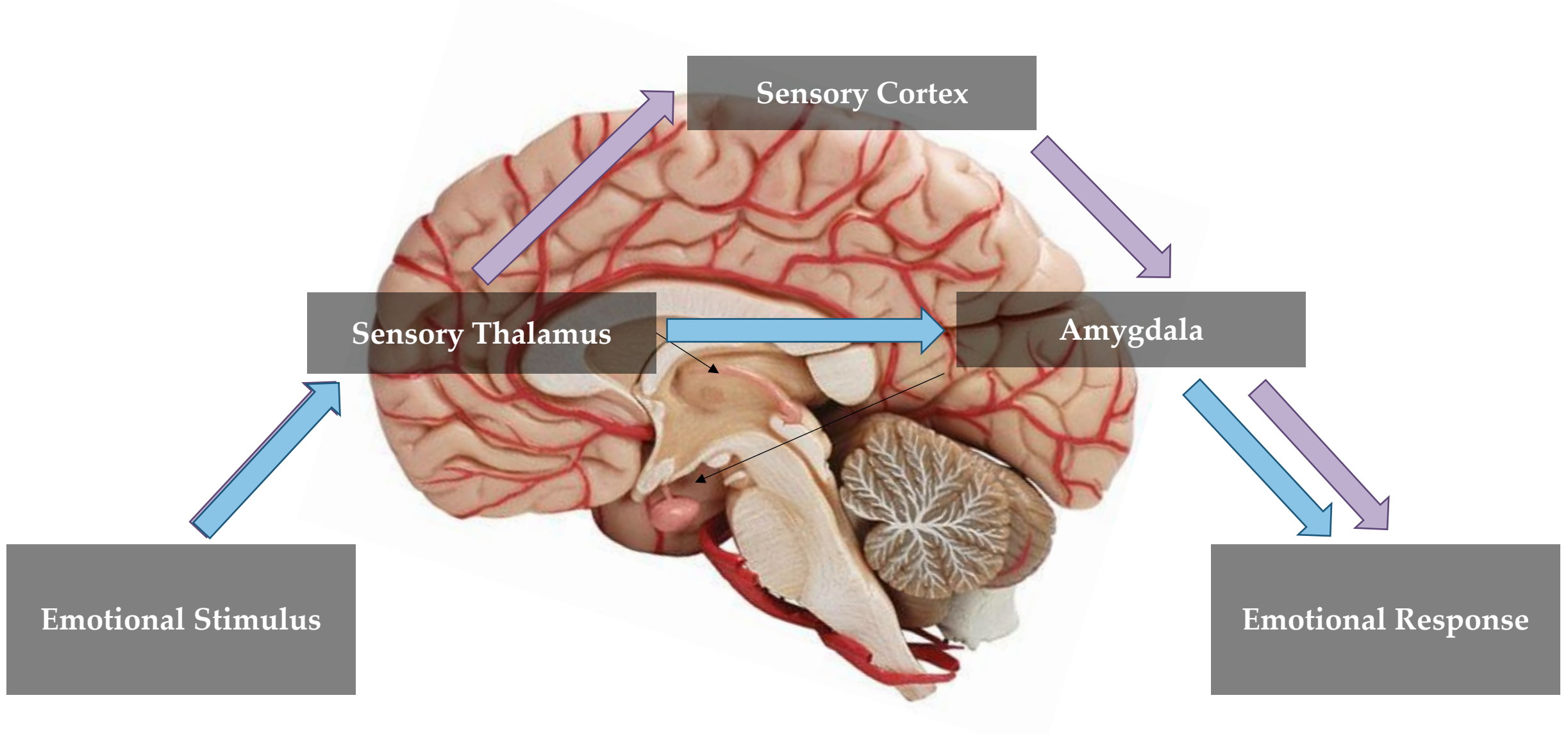


**Eat fish
often?**

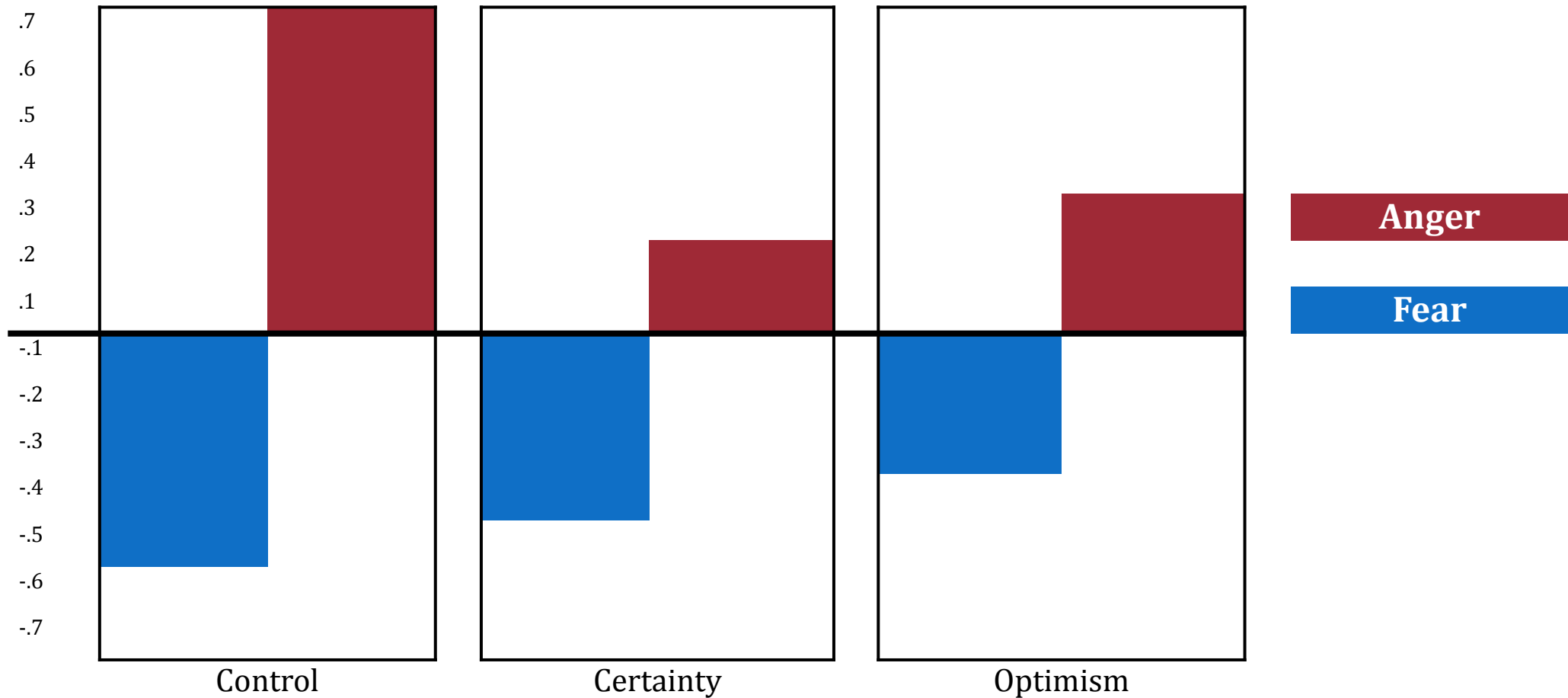


**A Minnesota Guide
to Eating Fish**

RISK PERCEPTION: Emotional Biases



RISK PERCEPTION: Emotions as Perceptual Lenses



GMOS ARE DANGEROUS
FLUORIDE CAUSES CANCER
MAN NEVER WALKED ON THE MOON
CLIMATE CHANGE IS A HOAX
EVOLUTION IS JUST A THEORY
VACCINES CAUSE MORE HARM



“In questions of science,
the authority of a
thousand is not worth the
humble reasoning of a
single individual.”

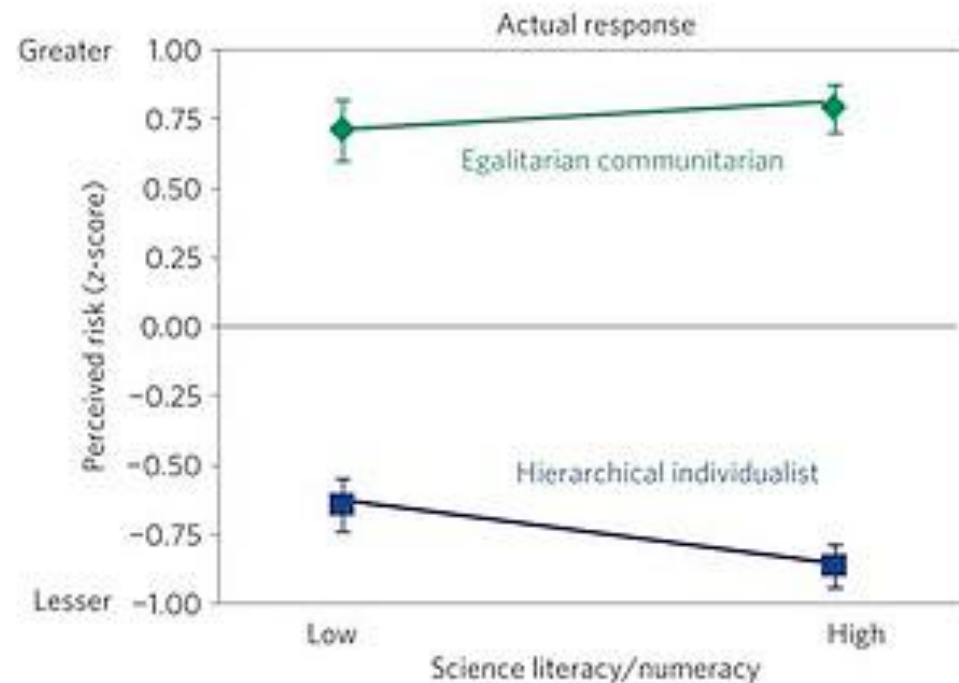
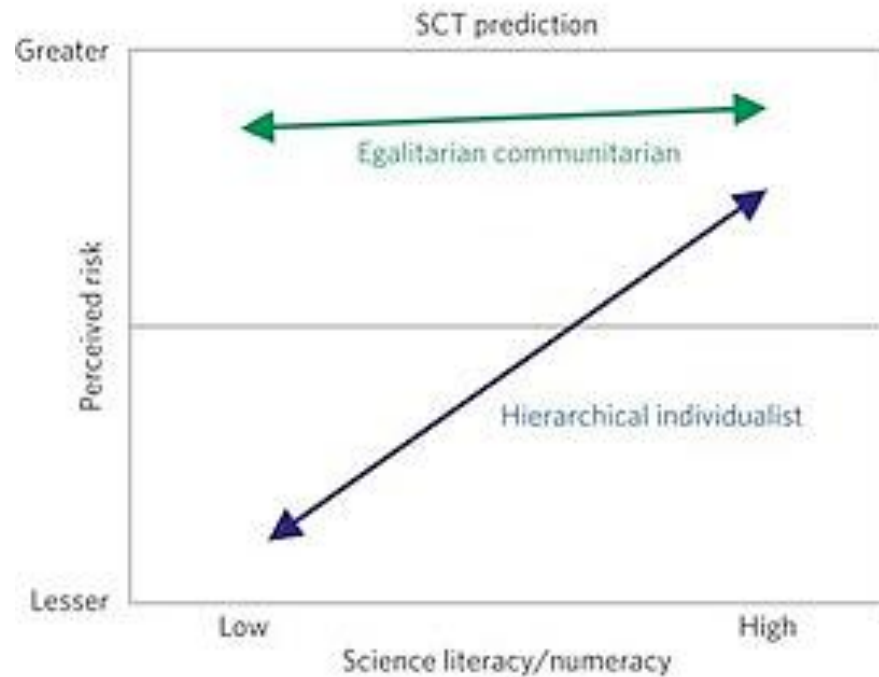
THE ROLE OF SCIENTIFIC LITERACY

Doubt is not the same as
uninformed.



THE ROLE OF SCIENTIFIC LITERACY

'How much risk do you believe climate change poses to human health, safety or prosperity?'



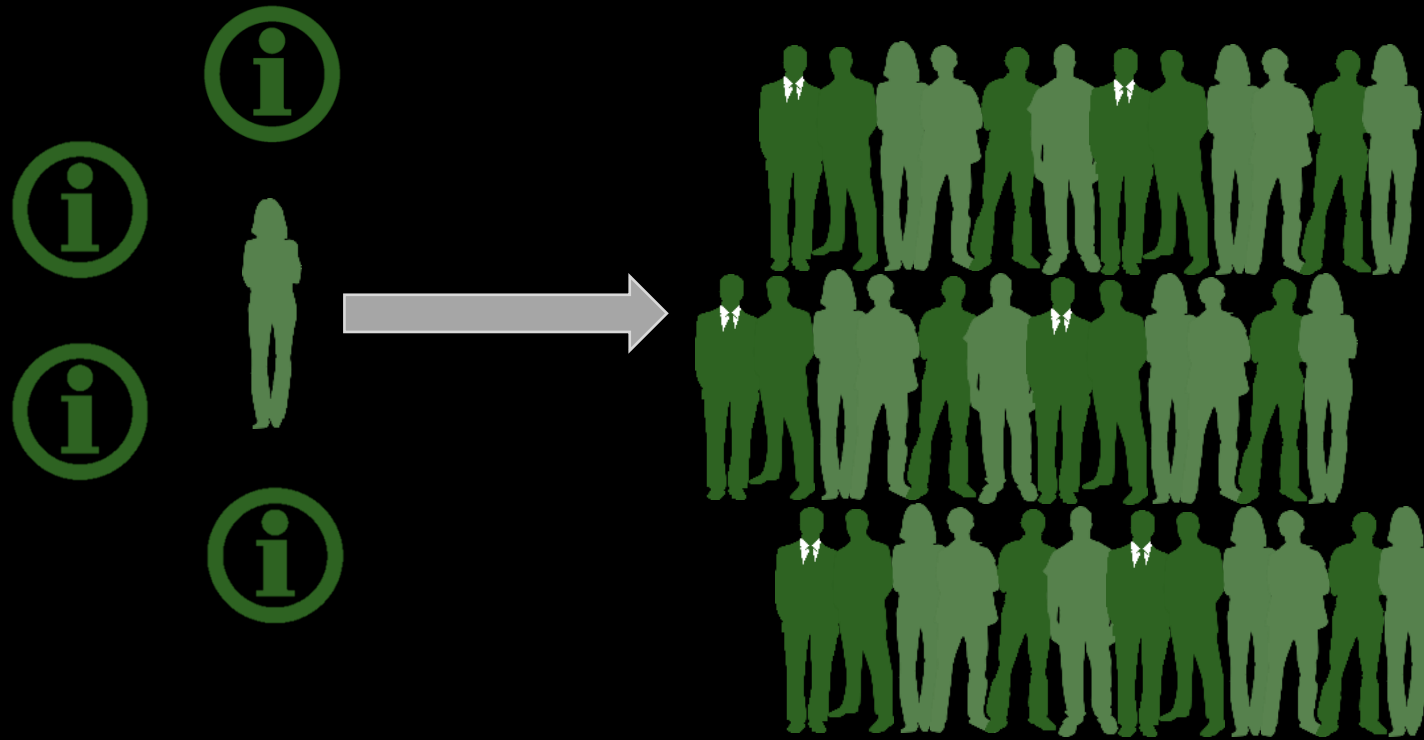
(Kahan et al., 2012)



WHO'S IN YOUR IN-CROWD?

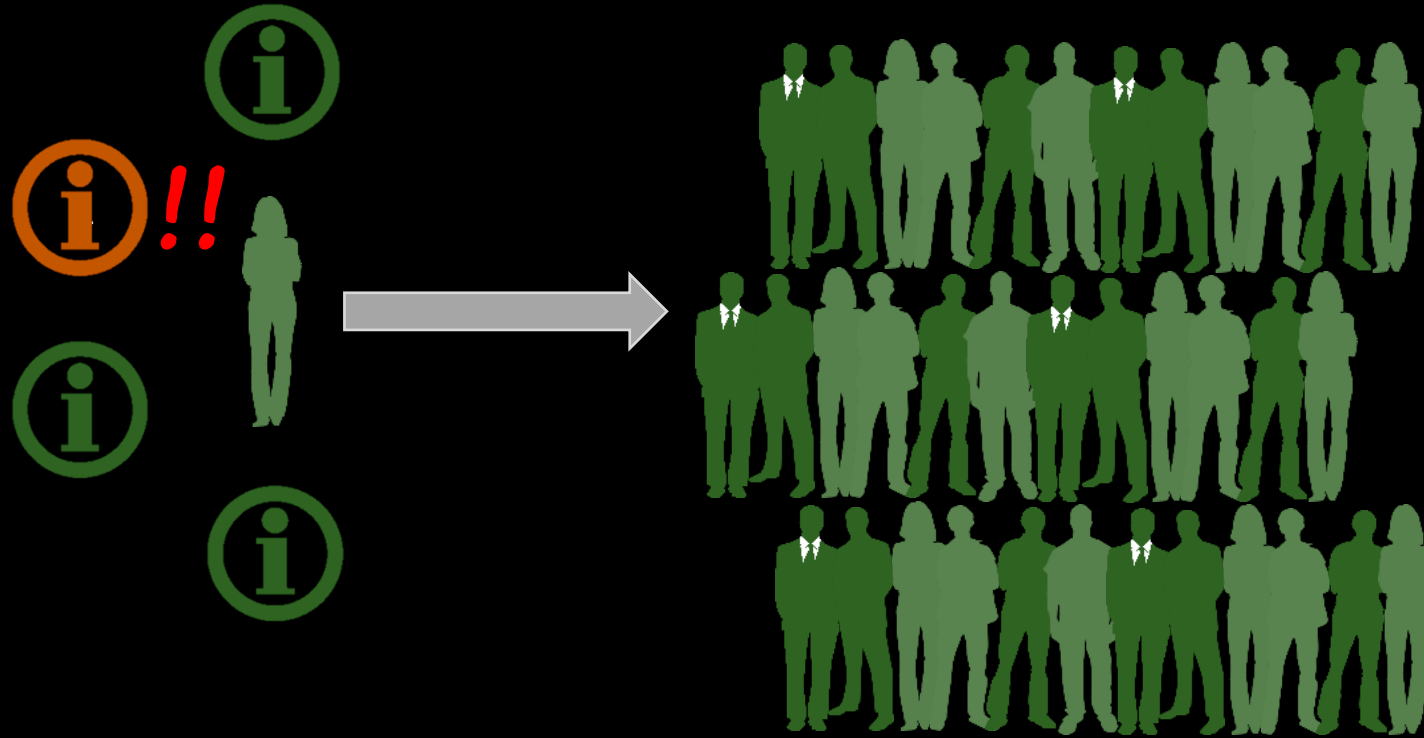


CONFIRMATION BIAS



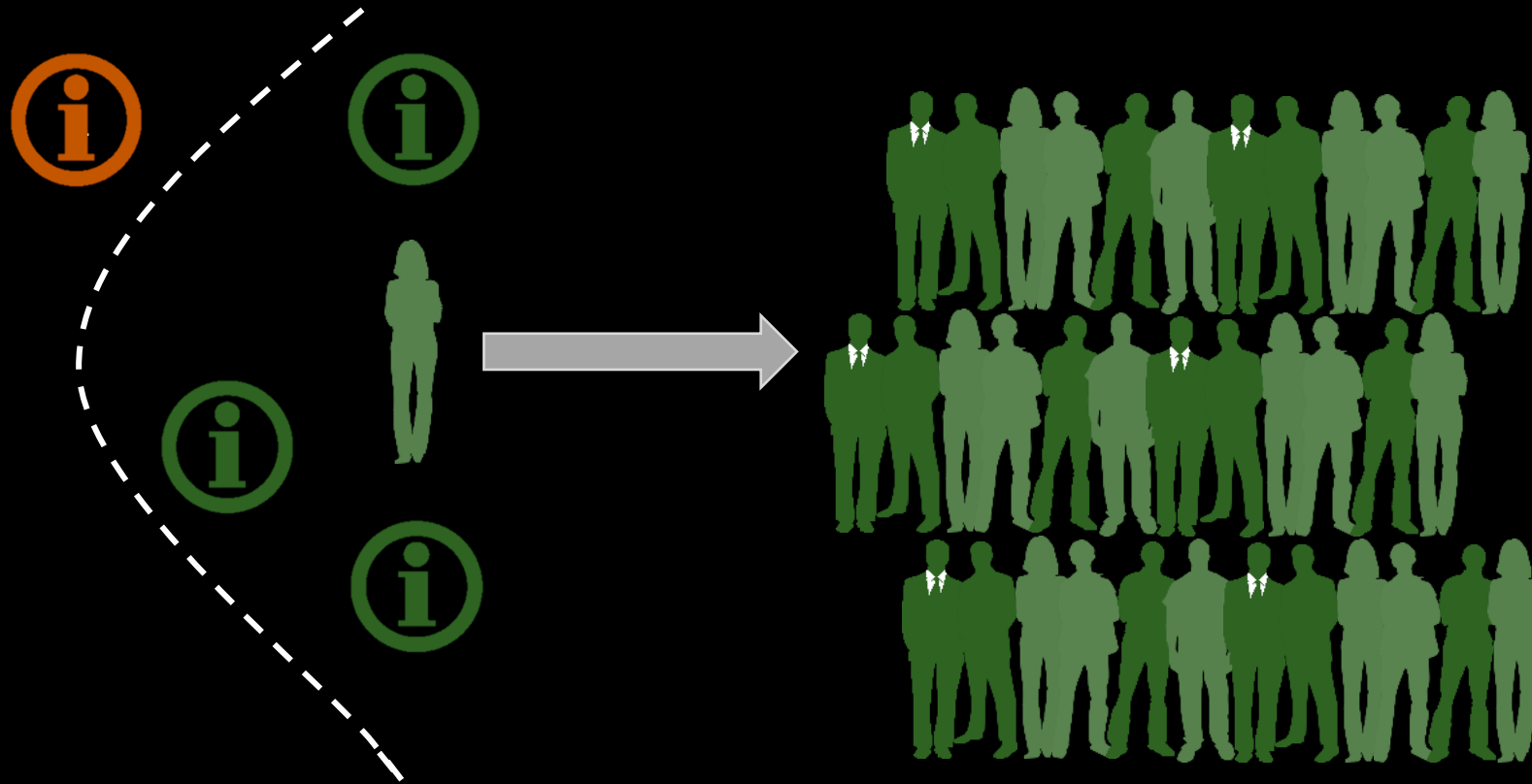
Look for, see, and believe only the evidence that is in-line with my (tribe's) currently held beliefs

MOTIVATED REASONING

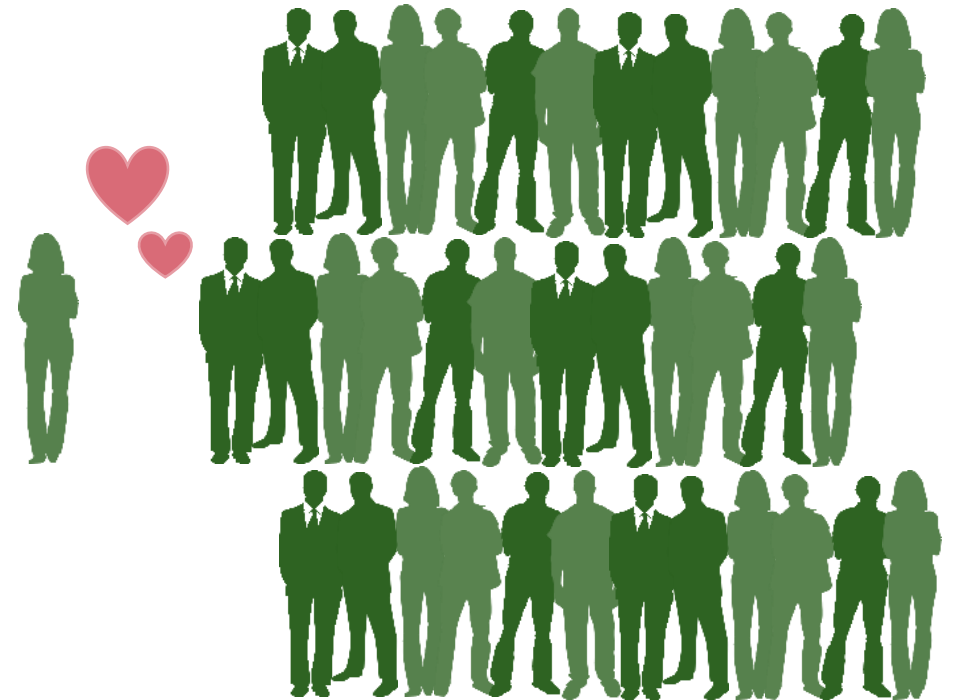
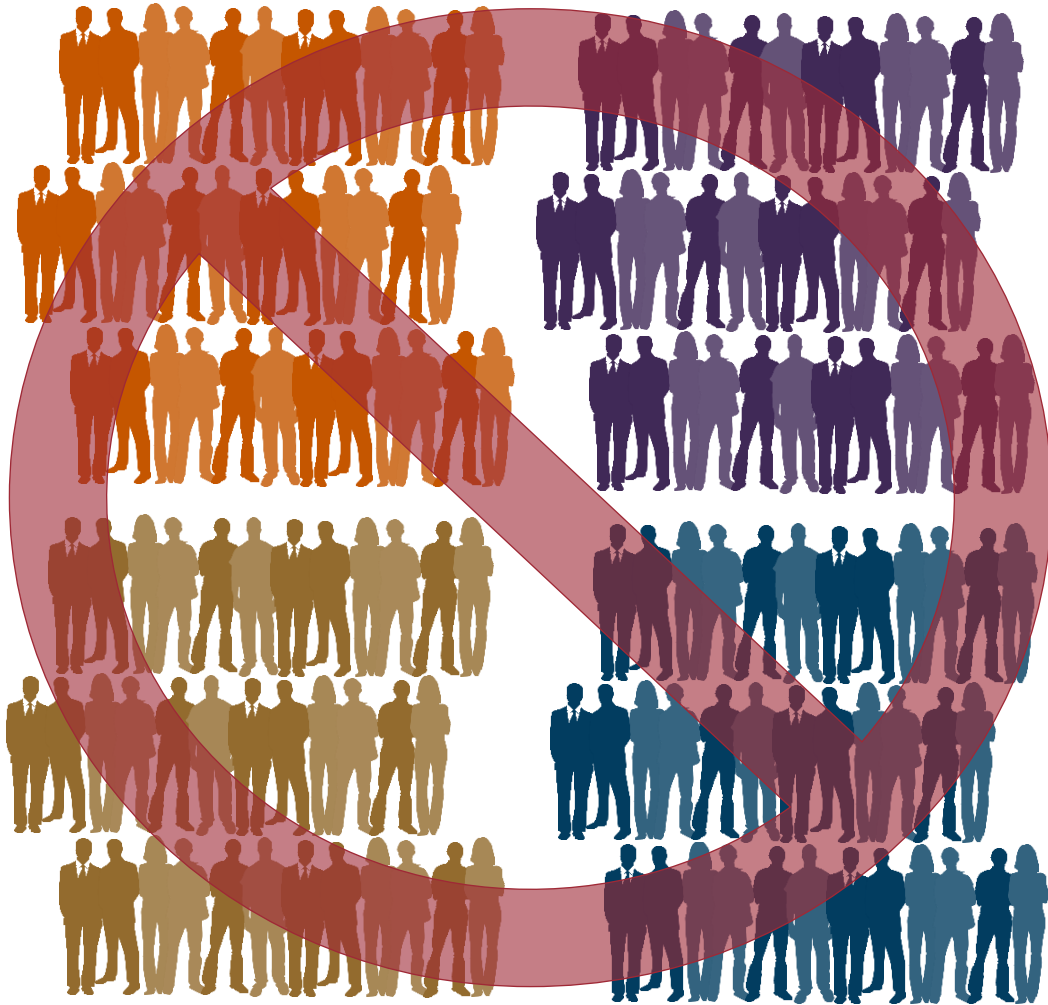




MOTIVATED REASONING



IDENTITY-PROTECTIVE COGNITION



RISK COMMUNICATION

is used in situations when people need **good information** to make **sound choices**. Risk communication embodies a commitment to accuracy and an avoidance of 'spin.'

**WHAT HAVE WE
LEARNED SO FAR?**

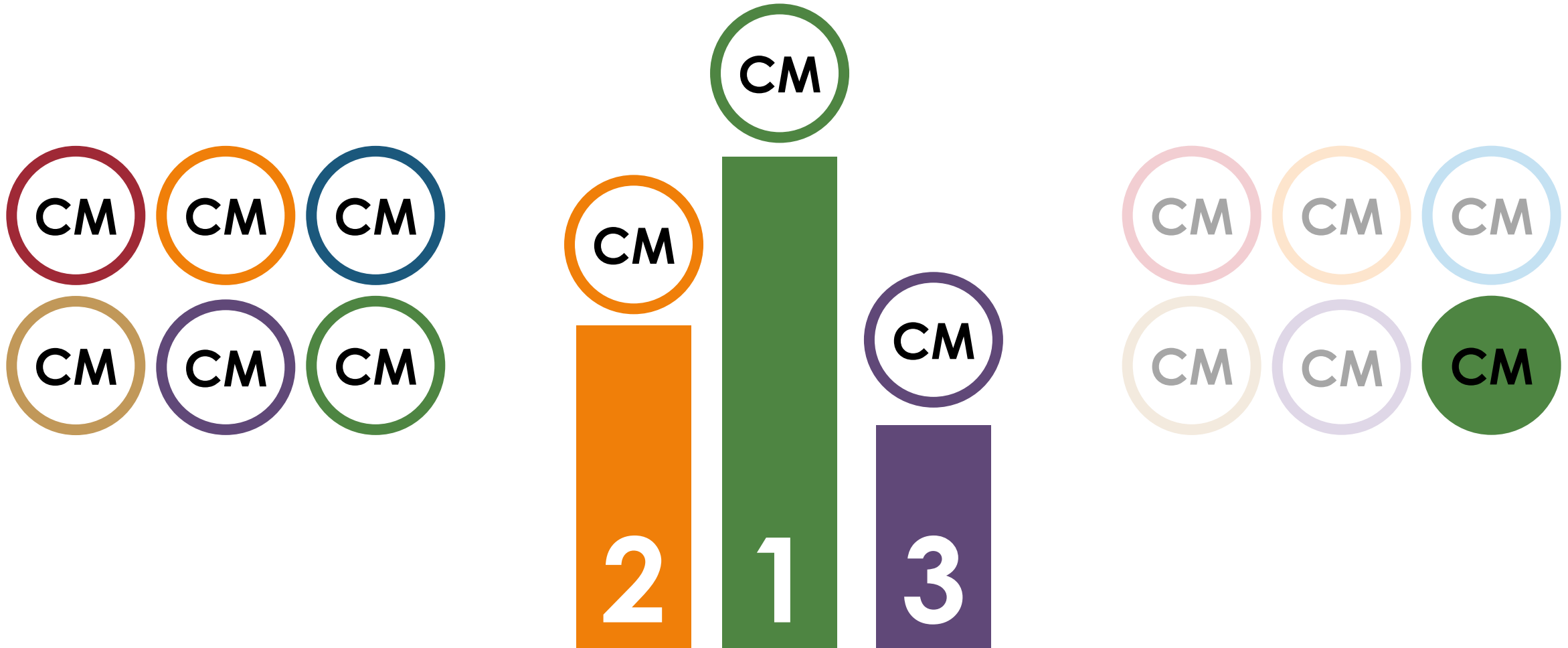


CULTURAL MODELS



- Widely shared
- Multiple models on every topic
- Durable
- Structure our thinking
- Models are activated by associated information

CULTURAL MODELS



CULTURAL MODELS OF CECs





CHALLENGES





Thank you!

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